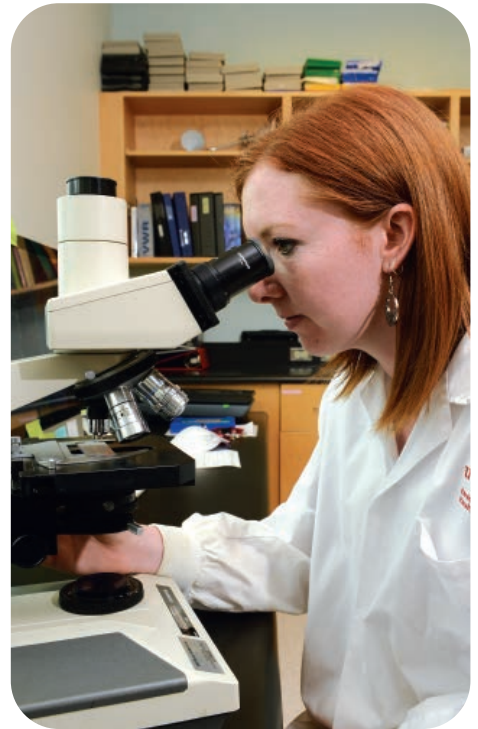




HEART & STROKE FOUNDATION

**Canadian Partnership  
for Stroke Recovery**

RESTORING LIVES THROUGH RESEARCH



**CPSR**

Brand Identity Guidelines  
English Version

# The Guide

This document provides the information and tools you need to understand and apply CPSR's new promise:

## ***Restoring Lives Through Research***

These guidelines introduce CPSR and describe the new visual identity that we've created to reflect our mandate. They provide the necessary tools to implement and protect this identity.

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# Visual Identity

## A unique brand promise.

## A unique visual identity.

*Restoring Lives Through Research* is expressed through a new visual identity. This identity communicates our brand promise in a rich and dynamic visual language.

## Overview

CPSR's new platform is made up of five key elements:

- »» The Crest
- »» Logo
- »» Colour
- »» Photography
- »» Typeface

It takes all of them, in the right combination and the right dosage, to create global brand consistency. Brand integrity aside, there are innumerable ways to be creative within this platform and have fun. Consult this Brand Guide to see how the visual identity can be expressed, and get inspired.

# The Crest

## Symbol of Hope

The core aspect of the new CPSR identity is composed of the symbolic floral crest. This element was developed to reflect the new mission of CPSR:

*“We restore quality of life to people affected by stroke by harnessing the collective expertise of leading national and international stroke recovery researchers to create, share and apply new knowledge.”*

The floral crest signifies “hope” and “growth”. The stylized “tree shape” also depicts a human face, with radiating lines expanding out from the center of the head, implying “innovation” and “forward thought”. The crest graphic also features the convergence of elements – *researchers from various fields working towards a unified goal* – reinforcing the “partnership” mandate of CPSR.

OFFICIAL CREST:  
1-colour logo (PMS 187) on white

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# Logo

## Official Version

The CPSR logo is the most fundamental part of our corporate identity. It is crucial to express our logo in a consistent manner across all channels of communication.

The CPSR logo is composed of the CPSR crest, wordmark and may be accompanied by the tagline signature, *"Restoring Lives Through Research"*.

It is the sole legitimate version of the logo. Exceptions will be made for particular applications only.

OFFICIAL VERSION:  
2-colour logo (PMS 187 and PMS Black) on white

---



HEART & STROKE FOUNDATION  
**Canadian Partnership  
for Stroke Recovery**

Logo

## Alternate Versions

If the use of the official version (*2-colour logo on white*) is impossible, you may use the black logo on a white background or its reversed application.

OFFICIAL VERSION:

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ALTERNATE VERSION – REVERSED:

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# Logo

## Official Colours

The logo should be either 2-colour or black and white. Reproduce the logo in exactly and only these colours. *Four colour process is also permitted if spot colour is unavailable, provided the proper CMYK colour values are used.*



Here are the colour values for black, as well as our main colours (PMS 187 and PMS Black), which are featured in the official version of the logo.

## OFFICIAL VERSION:



HEART & STROKE FOUNDATION  
**Canadian Partnership  
for Stroke Recovery**

## COLOUR VALUES:

	SPOT	4-COLOUR	RGB	HTML										
	<table border="1"><tr><td>C/U</td></tr><tr><td>PMS 187</td></tr></table>	C/U	PMS 187	<table border="1"><tr><td>100</td><td>90</td></tr><tr><td>80</td><td>5</td></tr></table>	100	90	80	5	<table border="1"><tr><td>70</td><td>25</td><td>25</td></tr></table>	70	25	25	<table border="1"><tr><td>#BF1E2E</td></tr></table>	#BF1E2E
C/U														
PMS 187														
100	90													
80	5													
70	25	25												
#BF1E2E														
	<table border="1"><tr><td>C/U</td></tr><tr><td>PMS BLACK</td></tr></table>	C/U	PMS BLACK	<table border="1"><tr><td>0</td><td>0</td></tr><tr><td>0</td><td>100</td></tr></table>	0	0	0	100	<table border="1"><tr><td>255</td><td>255</td><td>255</td></tr></table>	255	255	255	<table border="1"><tr><td>#000000</td></tr></table>	#000000
C/U														
PMS BLACK														
0	0													
0	100													
255	255	255												
#000000														



# Logo

## Languages

Use the logo in the language appropriate to the material being deployed.

Available versions

- »» English
- »» French
- »» Bilingual (E/F)

Only use existing logo files; do not attempt to recreate the logo under any circumstance.

## Proper Reference to the Organization

All instances and official references to the CPSR should follow the proper terminology:

*HSF Canadian Partnership for Stroke Recovery*

or the expanded reference:

*Canadian Partnership for Stroke Recovery, a joint initiative of the Heart and Stroke Foundation and six of Canada's leading stroke research centres.*

Accepted Acronyms:

*CPSR (English) • PCRA (French)*

### ENGLISH VERSION (WITH TAGLINE):

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HEART & STROKE FOUNDATION

**Canadian Partnership  
for Stroke Recovery**

RESTORING LIVES THROUGH RESEARCH

### FRENCH VERSION (WITH TAGLINE):

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FONDATION DES MALADIES DU CŒUR ET DE L'AVC

**Partenariat canadien pour  
le rétablissement de l'AVC**

LA RECHERCHE QUI RECONSTRUIT DES VIES

### BILINGUAL VERSION (WITH TAGLINE):

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HEART & STROKE FOUNDATION  
**Canadian Partnership  
for Stroke Recovery**  
RESTORING LIVES THROUGH RESEARCH



FONDATION DES MALADIES DU CŒUR ET DE L'AVC  
**Partenariat canadien pour  
le rétablissement de l'AVC**  
LA RECHERCHE QUI RECONSTRUIT DES VIES

# Logo

## Position of the Crest & Tagline

The distance between the crest and the words Canadian Partnership for Stroke Recovery is equal to the x-height used in the name of the organization.

Tagline spacing (*when applicable*) should also reflect the distance equal to the x-height used in the name of the organization.

### POSITION OF CREST & TAGLINE (*WHEN APPLICABLE*):



# Logo

## Clear Space

Our logo appears in a wide variety of communication materials and some of them are very busy visually.

The CPSR logo requires a minimum clear space around it so that it can be clearly recognized, no matter what the context.

No other visual element should encroach on the minimum clear space, including text, imagery, colour or texture.

Use the x-height of the *Canadian Partnership for Stroke Recovery* text to set the minimum clear space around the logo.

MINIMUM CLEAR SPACE :

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# Logo

## Minimum Size

To retain visibility and brand integrity, the logo's minimum size, established by the width of the CPSR wordmark, should be maintained.

The minimum dimension of the CPSR wordmark is 45mm wide for any english version of the logo (*official, positive or reversed*).

Make sure to respect the minimum clear space rule, no matter what the size of the logo.

## MINIMUM APPROVED SIZE (OFFICIAL ENGLISH VERSION):

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45mm (english)



# Logo

## Do's and Don'ts

### Do's

Use the official version of the logo on the main where possible.

### Don'ts

Do not modify the logo under any circumstances, no matter how small the change. Below are examples of manipulations that compromise our logo's integrity.

### YOU MAY NEVER :

- 1 Change the typeface.
- 2 Modify the logo colours.
- 3 Use the logo without the HSF reference.
- 4 Encroach on the minimum clear space.
- 5 Stretch or skew the logo.
- 6 Change the layout of the elements.
- 7 Use the wordmark without the crest.
- 8 Use two language versions of the logo side by side.

## DO'S



HEART & STROKE FOUNDATION  
**Canadian Partnership  
for Stroke Recovery**

## DON'TS

- 1  HEART & STROKE FOUNDATION  
**Canadian Partnership  
for Stroke Recovery**
- 2  HEART & STROKE FOUNDATION  
**Canadian Partnership  
for Stroke Recovery**
- 3  **Canadian Partnership  
for Stroke Recovery**
- 4  **Canadian Partnership  
for Stroke Recovery**
- 5  HEART & STROKE FOUNDATION  
*Canadian Partnership  
for Stroke Recovery*
- 6  HEART & STROKE  
FOUNDATION  
**Canadian Partnership  
for Stroke Recovery**
- 7 **Canadian Partnership  
for Stroke Recovery**
- 8  HEART & STROKE FOUNDATION  
**Canadian Partnership  
for Stroke Recovery** | FONDATION DES MALADIES DU CŒUR ET DE L'AVC  
**Partenariat canadien pour  
le rétablissement de l'AVC**

# Logo

## Photo background applications

The logo can be placed on photography when the use of a solid background is not applicable or desirable.

Do not let photographic elements interfere with the legibility of the logo. Use the clear space rule to enforce this rule.

Use photos that have areas of solid colour or smooth gradation in the area where the logo is to be placed. If your existing image offers no such area, use another image or logo applications.

### CORRECT USE:

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*The logo occupies an unobstructed space and offers maximum visibility and legibility.*



### INCORRECT USE:

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*The logo occupies a busy space that makes it difficult to read and diminishes its impact.*



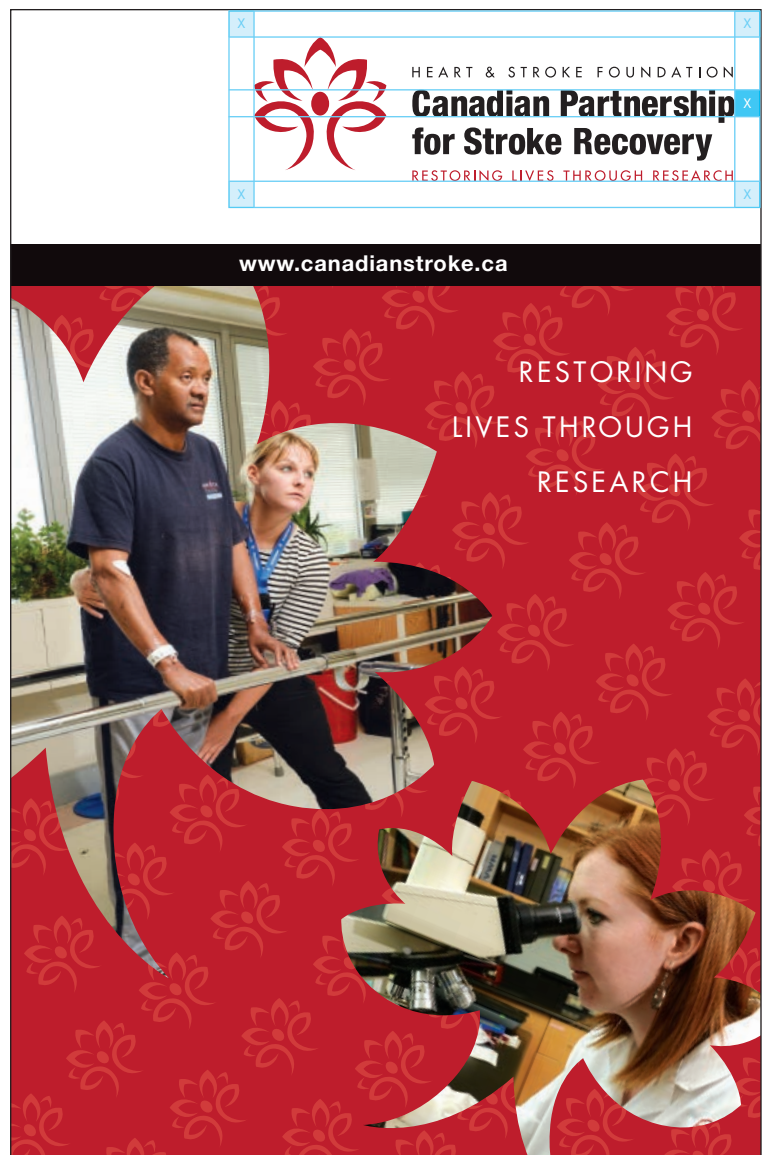
# Logo

## Placement on collateral materials

Respect the minimum clear space rules when placing the logo. Place the logo in the top left or right corner.

The distance from the lateral edge of a communication piece should be 3-times the height of the x-height in the text Canadian Partnership for Stroke Recovery.

## PROPER PLACEMENT OF THE CPSR LOGO:



# Colour

## Official Colour Palette

This simple red-themed palette are central to the CPSR brand. This colour scheme represents the primary palette for all CPSR brand communications such as corporate stationary and branded electronic documents.

### Primary and Secondary palette:

- »» *Main Colour (PMS 187)*
- »» *Secondary Colour (PMS Black)*

This is the dominant colour palette for all communications. Adjust the colour composition of all photos to strongly feature the main colour and give the products sleek, sophisticated look.

### Accent colours:

- »» *PMS 488*
- »» *PMS 1797*
- »» *PMS 7499*
- »» *PMS 486*
- »» *PMS 7500*
- »» *PMS Warm Grey 1*
- »» *PMS 484*
- »» *PMS Warm Grey 2*

*Note: These are for accent and support purposes only. The CPSR logo or any other branded element should not be reproduced using these colours.*

## CPSR COLOUR PALETTE:

The chart displays the CPSR Colour Palette. It is organized into three main sections: Primary Colour, Secondary Colour, and Accent Colours. The Primary Colour section consists of a large red block labeled 'PMS 187'. The Secondary Colour section consists of a black block labeled 'PMS BLACK'. The Accent Colours section is a grid of eight color swatches arranged in two rows and four columns. The top row contains PMS 7499 (light yellow), PMS 484 (dark red), PMS 486 (light red), and PMS WARM GRAY 2 (light gray). The bottom row contains PMS 7500 (light yellow), PMS 1797 (dark red), PMS 488 (light red), and PMS WARM GRAY 1 (light gray).

PRIMARY COLOUR	PMS 187			
SECONDARY COLOUR	PMS BLACK			
ACCENT COLOURS	PMS 7499	PMS 484	PMS 486	PMS WARM GRAY 2
	PMS 7500	PMS 1797	PMS 488	PMS WARM GRAY 1



# Type

## Overview

Typography plays a huge role in bringing a sense of continuity and consistency to our communications.

We chose the Futura typeface family for its straightforward yet assertive feel. Modern, clean-chiselled and efficient, Futura embodies *Restoring Lives Through Research*. Its streamlined simplicity reflects the elegant designs that we produce every day.

CPSR FONT FACE:

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# FUTURA

Futura Light. Futura Book.

Futura Medium. **Futura Bold.**

# Type

## Primary Weights

Futura is a large family; use these two weights for most communications.

### Titles

- »» Futura Bold
- »» Both uppercase and lowercase

### Main body

- »» Futura Book
- »» Both uppercase and lowercase
- »» Left-aligned, if using single and multiple columns
- »» Leading: 4 pt. greater than type size, (for example: 12 pt. text has 16 pt. leading)

### FUTURA BOLD:

---

abcdefghijklmnopqrstvwxyz  
àáâãäåæêëèìíîñóôöøšúûüýÿž  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ÁÂÃÄÅÃÇÊËÈËÌÎÑÓÔÒÕŜÛÛÝŸŽ  
123456789!"#\$%&ÆØŒæøß‡f§  
[({@?<=>|ǻ¶£¢√∞≈≠≤≥Ω)}]

### FUTURA BOOK:

---

abcdefghijklmnopqrstvwxyz  
àáâãäåæêëèìíîñóôöøšúûüýÿž  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ÁÂÃÄÅÃÇÊËÈËÌÎÑÓÔÒÕŜÛÛÝŸŽ  
123456789!"#\$%&ÆØŒæøß‡f§  
[({@?<=>|ǻ¶£¢√∞≈≠≤≥Ω)}]

## Substitute Typeface

Please note that the Futura font family is a standard Open Type Font (OTF) and may not be available pre-installed with MS Office Suite. Use Arial for internal communications.

For any other type of communication, Futura is the mandatory font. Using Arial as a substitute typeface should be a last resort only.

### ARIAL BOLD:

---

abcdefghijklmnopqrstuvwxy  
àáâãäåæéêëèíîïñóôöøðšúûüýž  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
ÁÂĂÄÅÃÇÉÊËÈÍÎÏÑÓÔÒÕŠÛÜÝŽ  
123456789!"#\$%&ÆØŒæøß‡f§  
[({@?<=>|ª¶£¢√∞≈≠≤≥Ω})]

### ARIAL REGULAR:

---

abcdefghijklmnopqrstuvwxy  
àáâãäåæéêëèíîïñóôöøðšúûüýž  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
ÁÂĂÄÅÃÇÉÊËÈÍÎÏÑÓÔÒÕŠÛÜÝŽ  
123456789!"#\$%&ÆØŒæøß‡f§  
[({@?<=>|ª¶£¢√∞≈≠≤≥Ω})]

### ARIAL ITALIC:

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*abcdefghijklmnopqrstuvwxy*  
*àáâãäåæéêëèíîïñóôöøðšúûüýž*  
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*  
*ÁÂĂÄÅÃÇÉÊËÈÍÎÏÑÓÔÒÕŠÛÜÝŽ*  
*123456789!"#\$%&ÆØŒæøß‡f§*  
*[({@?<=>|ª¶£¢√∞≈≠≤≥Ω})]*

# Contact

## Brand guardians

CPSR evolves and so does its visual identity. Although we will update these guidelines in the near future, you might encounter a situation that is not addressed. You might also come across a problem that seems impossible to solve without breaking the rules, or you may require some help applying them.

In any case, contact our brand guardians, who have the authority to make exceptions to the rules and can help you with any application issues.

[www.canadianstroke.ca](http://www.canadianstroke.ca)

## CPSR – COMMUNICATIONS CONTACT

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[cathy@canadianstroke.ca](mailto:cathy@canadianstroke.ca)